



August 18, 1995

Secretary
Federal Communications Commission
1919 M St., NW
Washington, DC 20554

Dear Sir/Madame:

WHTM-TV respectfully files the following letter in opposition to any proposed changes to the existing Children's Television Act.

Our station broadcasts many programs, and conducts many activities which exceed the spirit of the current rules. We believe our actions, as well as the actions of fellow broadcasters, has had a significant impact on children's lives. As examples we submit:

1. WHTM broadcasts 2 hours per week of purely educational programming, including **Feed Your Mind**, **What's Up Network**, **Nick News**, and the weekly **ABC Network Children's Special**. In addition, we broadcast monthly afternoon specials from 4-5pm.
2. WHTM promotes the educational programming of our local PBS affiliate, WITF, with a guaranteed promotional schedule.
3. WHTM produces weekly **News 101** news segments, produced by teenagers from local high schools.
4. WHTM produces a weekly **Class Act Teacher** news segment, which highlights the outstanding contributions of area teachers.
5. WHTM fully funds the **Class Act Honor Card**, which rewards students who achieve excellence in school with a card good for discounts and special offers at area merchants.
6. WHTM will launch this Fall, a Weather Network, which provides area schools with working weather stations.
7. WHTM is launching a station campaign titled **Success By Six**, with our local United Way. This campaign will strive to better prepare preschool age children for the challenges they will face in the future.

CENTRAL PENNSYLVANIA'S NEWS TEAM



WHTM-TV, Inc.
3235 Hoffman Street
Harrisburg, PA 17110
(717) 238-0962
(717) 236-5764 FAX

Re: MM Docket No. 93-48

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The free market system works, when it is motivated by the right goals. Government sanctioned quotas are not necessary to guide our industry to do great things for children. They are our future, as much as yours.

I strongly urge you to maintain the current rules and guidelines established in the Children's Television Act, and reject the notion that quotas will accomplish more than creative free enterprise.

Sincerely,

A handwritten signature in black ink, appearing to read "Duane Lammers". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Duane Lammers
Vice President & General Manager

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July 23, 1995

Dear Sir / Madam FCC, MAIL ROOM

This letter is in reference to MM Docket-93-48. The FCC requested input into the state of children's television.

I have a 7 month old son and I am very concerned about what he will grow up watching. I plan to weed out the shows that I let him to see but eventually I don't want any TV at all.

The quality of T.V. is appalling. There is too much violence, sexual activity with no consequence or morality attached to it and a general crudeness all around. Rarely is a T.V. family seen in good light. There is always something wrong with the mother or dad.

Public television is good but there is not enough shows available. The big 3 networks should also be doing their share of quality programming for children.

Enclosed is an article about the "Big 3". They are planning to show adult comedies at 8:00. They are more concerned about ratings than their role in T.V. and its effects on children. If they show adult fare at 8:00 - what is a 10 year old

suppose to watch? Some of us cannot afford
Cable so what is the answer?

Parents are trying to do a good job about
teaching children what is proper to watch. It
is getting harder because children are
bombarded with violence, sex in all aspects of
their lives.

I believe that TV stations have a duty to
start cleaning up their shows. Oprah did -
and she is still the #1 talk show. TV is a
vital medium. They should be shouldering
the burden to give children quality

for the children. Thanks for

Sincerely,

Barbara Matthews
17608 Sedalia
Clem, Oh 44135

Not 'baby sitters,' networks to schedule shows for grown-ups

By TOM FERAN

PLAIN DEALER TELEVISION CRITIC

LOS ANGELES — Older viewers sometimes feel disadvantaged by network television's focus on the 18-49 age group favored by advertisers.

But younger viewers are also being squeezed by the growing strategy of scheduling more grown-up sitcoms during the 8 p.m. hour.

NBC, which recently paved the way by attracting adults with "Wings" and "Mad About You" at 8 p.m., will shift the sometimes racy hit "Friends" to 8 p.m. this fall. ABC moved "Roseanne" and "Ellen" to 8 p.m., while dropping such younger-skewing comedies as "Full House" and "Me and the Boys."

Network executives maintain they haven't forgotten children or family audiences, but made it clear during TV's semiannual press conferences here that the trend will continue.

"Television's obligation is not [to be] the nation's baby sitter," said Don Ohlmeyer, president of NBC's West Coast operations. "I think there's some kind of im-

intention of allowing that to continue, where we become really an electronic baby sitter," he added. "We have to get that audience of adults that we do need to deliver to our advertising people that pay all of our salaries here in Hollywood, including all the actors, producers and writers."

Harbert said ABC's strategy "for a long, long time, not new this year, has been to put on adult-driven family comedies, not kid-driven family comedies" like "Me and the Boys," which starred Cleveland comic Steve Harvey.

"I am a huge fan of Steve Harvey — he's great; the show wasn't," Harbert said. "Forget that it wasn't funny enough, I could never really figure out what

we were trying to accomplish with that program, other than to have dad yell at these little kids every week when they did something wrong, and that's just not enough to



Ohlmeyer

	3	5	8	19
7 AM :30	Today ✓ 43353	Good Morning America ✓ 78063	Good Day Cleveland 61773	This Morning ✓ 52605

~~plied thing that television is supposed to bring up somebody else's kids. But I'm supposed to bring up my kids, you're supposed to bring up your kids.~~

"I don't think you want your choices for what you can see on commercial broadcasting constrained by what's appropriate for a 10-year-old to see," he said. "It is not the role of network television to program for the children of America. The role of network television is to responsibly program for people who want to watch television."

Noting that the so-called "family hour" drawn up by the National Association of Broadcasters in the 1970s was quickly ruled an unconstitutional restraint of trade in court, he said, "There are plenty of choices for kids to watch on television. Why would somebody sit down with 5-, 6- and 7-year-old kids and watch 'Friends'?"

Referring to such shows as "Mad About You," he said, "Is there some sexual innuendo in there? Yeah. Is it something that's coarse? No."

Ohlmeyer said he couldn't "think of anything on the air that I would have any problem" with his own 11-year-old son watching, although, "I watch a lot of Discovery channel, actually."

ABC Entertainment president Ted Harbert said his network faced the danger of becoming "a victim of the multiset household" in which kids watch one set and adults watch another.

"We just don't have much of an

keep "a large number of adults coming back week after week. That's why the show was canceled.

" 'Full House' in its later years was really only depending on kids and young teens for its viewers," he said, "and it lost most of its adults to NBC's shows — alternatives that were designed more for those adults."

But Harbert said ABC would target family audiences with such shows as its Saturday movie, "America's Funniest Home Videos," "The New Muppet Show" and the "TGIF" block. "Friday night happens to be a night where you can get the adults to sit down with their kids and watch 'TGIF,'" he said. "It was proving extremely difficult to get parents to sit down with their kids and watch on Tuesday and Wednesday night."

'HOME IMPROVEMENT' EXTRA: Reruns of "Home Improvement" will start appearing in syndication this fall on local stations including WUAB Channel 43. To give stations added value for the expensive rights, producer Walt Disney Television is taking the unprecedented step of including a new episode that was shot at the end of last season and not shown on ABC.

The extra episode will air sometime later in the season on ABC, where "Home Improvement" continues for a sixth season.